

#### REMARKS

Claims 1-2, 4, 6, 8, 9, 11-14, and 16-25 are in the application.

New claim 25 replaces cancelled claim 3.

#### INTERVIEW SUMMARY

Applicants gratefully acknowledge the brief telephone interview with Examiner Hom on March 7, 2006 with the undersigned, during which claims 1, 6, 7, 10 and 11 were discussed.

Claim 10 was indicated as being allowable by the Examiner in the outstanding office action. Applicants indicated that claim 10 would be rewritten in independent form, now presented as claim 6.

Applicants further discussed corresponding amendments to claim 1, which differs in structure from former claim 6, and therefore required somewhat different amendments. The Examiner generally agreed, subject to further analysis, that claim 1 was allowable for the same reasons as claim 10.

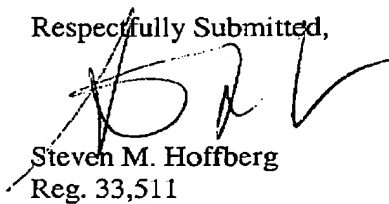
Applicants further discussed the differences between claim 10 and 11. Examiner Hom indicated that arguments for the patentability of claim 11 were unlikely to be successful, in that substantial consideration of Applicants' arguments would be required.

Applicants agreed that to narrow the scope of all independent claims to generally correspond that of allowable claim 10, that is, to include a user preference for voice over Internet or voice over public switched telephone network as a basis for selection of a communication modality (claim 7), and an automated analysis of a shopping cart as a basis for initiating the communication (claim 10).

While there are some differences in claim scope between the various independent claims, it is respectfully submitted that these differences do not impact the application of the art, nor the rationale for allowability of claim 10, and thus all the claims in the application are allowable.

Should any issues remain outstanding, the Examiner is respectfully requested to contact the undersigned for immediate resolution.

Respectfully Submitted,

A handwritten signature in black ink, appearing to be "S. Hoffberg", written over the typed name.

Steven M. Hoffberg

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